

# **Epping Boys' High School Advertising Policy**

## **General Guidelines and Procedures**

1. Students may not be used as part of any advertising program. Flyers or brochures advertising commercial products or services will not be distributed by students.
2. Staff may not use their position at Epping Boys' High School to promote any product or service.
3. All advertising/promotion of educational programs or resources will be at the discretion of the Principal.
4. The school newsletter will only accept as sponsors or advertisers companies whose values are not in conflict with the stated values of the DET or school.
5. The school does not promote or endorse any private tutoring or coaching facilities.

## **Currently Epping Boys' High School has two forms of advertising:**

1. Newsletter
  - All advertisements directly vetted by Principal
  - Rates are

\$150 for a half page	one edition	\$ 40 for a 1/12 page	one edition
\$ 80 for a 1/6 page	one edition	\$ 75 for a 1/12 page	two editions
\$150 for a 1/6 page	two editions	\$100 for a 1/12 page	three editions
\$200 for a 1/6 page	three editions	\$120 for a 1/12 page	four editions

NB: Some community service and direct school sponsors advertise free of charge

2. Epping Road Sign
  - Current sponsors are Medi-Aid Foundation, Bendigo Bank, Medina Apartments
  - Each of these sponsors pays \$800 annually to display their sign.

NB: In some cases donations of services or goods benefiting the school or fundraising ventures are accepted in lieu of cash payment.